

**Section I:****AMENDMENT UNDER 37 CFR §1.121 to the  
CLAIMS**

1. (currently amended) A method for establishing a reservation directly into a hotel Property Management System comprising:

providing a primary reservation management system web server interfaced through a direct pathway to a hotel Property Management System via terminal emulation, said direct pathway excluding a Global Distribution System or a Central Reservation System; providing three or more clone reservation sites to said primary reservation management system web server, each clone reservation site having a user interface tailored for use by a booking party type selected from a group consisting at least of a wholesale booking party, an agent booking party, and a direct customer party;

periodically synchronizing clone inventory databases of said clone reservation sites with an inventory database of said primary reservation management system web server; responsive to a booking party attempting to book a reservation on said primary reservation management system web server, redirecting said booking party to one of said clone reservation sites according to a type of booking party associated with the attempting booking party;

via said customer-type tailored user interface on said clone reservation system, collecting from said booking party a reservation data set including itinerary and preferences for a customer;

establishing a reservation in said hotel Property Management System according to said reservation data set if a matching service or product is available according to a hotel Property Management System inventory database, said reservation being associated with a customer profile;

determining a revenue value or a discount value to be compensated to said booking party according to said customer-type; and

recording said revenue or discount in a revenue pool for said booking party.

2. (previously presented) The method as set forth in Claim 1 wherein said step of redirecting a booking party to a clone reservation system according to a booking party type comprises a redirecting from a primary Universal Resource Locator to a clone Universal Resource Locator.
3. (original) The method as set forth in Claim 1 further comprising a step of allowing said booking party to create a new customer profile.
4. (original) The method as set forth in Claim 1 further comprising the step of allowing said booking party to modify an existing customer profile.
5. (original) The method as set forth in Claim 1 where in said step of establishing and associating said reservation with a customer profile comprises a step selected from the group of establishing a hotel reservation, reserving a travel ticket, booking a rental car, reserving a golf tee time, reserving an entertainment ticket, and reserving products due for future availability.

Claims 6 - 18 (cancelled).

19. (previously presented) The method as set forth in Claim 1 wherein said redirection of said booking party comprises redirecting from a primary web address to a clone web address.
20. (previously presented) The method as set forth in Claim 1 wherein said redirection of said booking party comprises a redirecting from a primary domain to a clone subdomain.